

AIGA DESIGN EDUCATORS CONFERENCE

NEW CONTEXTS / NEW PRACTICES

Moderator **Alice Twemlow** and
writer **Peter Hall** have a report
on **Social economies: Enterprise
and a new cultural geography.**

Social economies: Enterprise
and a new cultural geography

Crisis Points

- societies insulated from consequences of actions
- bewitchment with quality and performance
- do less bad is not good enough

Emerging Trends

- 9000 non-money trading models
- new is an old paradigm
- the art of hosting, to enable collective action
- as an antidote to wicked problem paralysis:
 - devise potential solutions
 - implement in prototype
 - watch

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Dilemmas:

- **provisional interventions vs. total solutions**
- **local vs. exotic immersion**
- **social design vs. graphic design
(co-creation vs. self expression)**
- **real life time vs. semester time**
- **ethnography vs. ethnography lite**
- **networked connection vs. flesh disconnection**
- **fresh pedagogies vs. stale curriculum**
- **pedagogical needs vs. community needs**
- **curiosity & failure vs. spoon feeding**

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Hotspots (Fudge it & Nudge it):

- **curricular work arounds**
- **mediating objects (prototype as provocateur)**
- **mapping as bridge between graphic design & wicked problems**
- **how stuff is made/ignorant school master**
- **research as portfolio piece**
- **study abroad/virtual corridor**
- **network to existing data-sets**
- **clarify learning outcomes/peer evaluation**
- **don't start from scratch(ings): piggy back on existing initiatives**
- **no more wham bam thank you ma'am**

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